

**TENNESSEE GENERAL ASSEMBLY
FISCAL REVIEW COMMITTEE**



FISCAL NOTE

SB 619 – HB 920

March 16, 2009

SUMMARY OF BILL: Adds the language www.tnvacation.com to all license plates to promote Tennessee's official travel planning Web site.

ESTIMATED FISCAL IMPACT:

Increase State Expenditures - \$350,000/One-Time

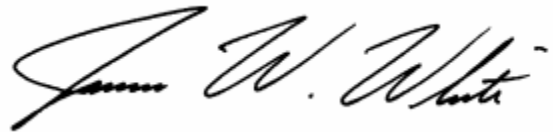
Assumptions:

- All license plates issued by the Department of Revenue would be required to display this new language.
- The bill is silent as to the method of implementation.
- As of February 2009, there were 4,178,937 regular passenger license plates and 45,241 personalized passenger license plates totaling 4,224,178.
- According to the Department of Revenue, adding the Web site to license plates can be accomplished in one of three ways: (1) Produce new metal plates which include this Web site for the regular and personalized private passenger plate class codes and replace each license plate either upon the effective date of passage of this bill or at the time of annual registration renewal; (2) Change the design of the county label stickers/decals to include tnvacation.com and issue upon registration renewal; or (3) the Web site could be added when the next new metal plate is due to be created in 2011 or 2012.
- Based on option one or option two, an initial order would constitute 5,000,000 plates, or proportionately, county name decals, depending on the option taken.
- One-time costs to manufacture and distribute new license plates is estimated to be approximately \$18,800,000 (5,000,000 new plates @ \$3.76 each for production cost); or the one-time cost to manufacture revised county decals is estimated to be approximately \$350,000 (5,000,000 new decals @ \$0.07 each).

- Based on the language of the bill, Fiscal Review Committee staff estimates that implementation would be done by the issuance of revised decals at annual registration renewal at a one-time cost of approximately \$350,000.

CERTIFICATION:

This is to duly certify that the information contained herein is true and correct to the best of my knowledge.

A handwritten signature in black ink, reading "James W. White". The signature is fluid and cursive, with the first name "James" and last name "White" clearly legible, and "W." in the middle.

James W. White, Executive Director

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